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Little Page.

JUN 29 1925

Going Great.

Photoplay in 2 Reels.

Directed by Norman Saurer.

Author of Photoplay

White Productions Inc. U. S. A.

6/21/25

JUN 29 1925

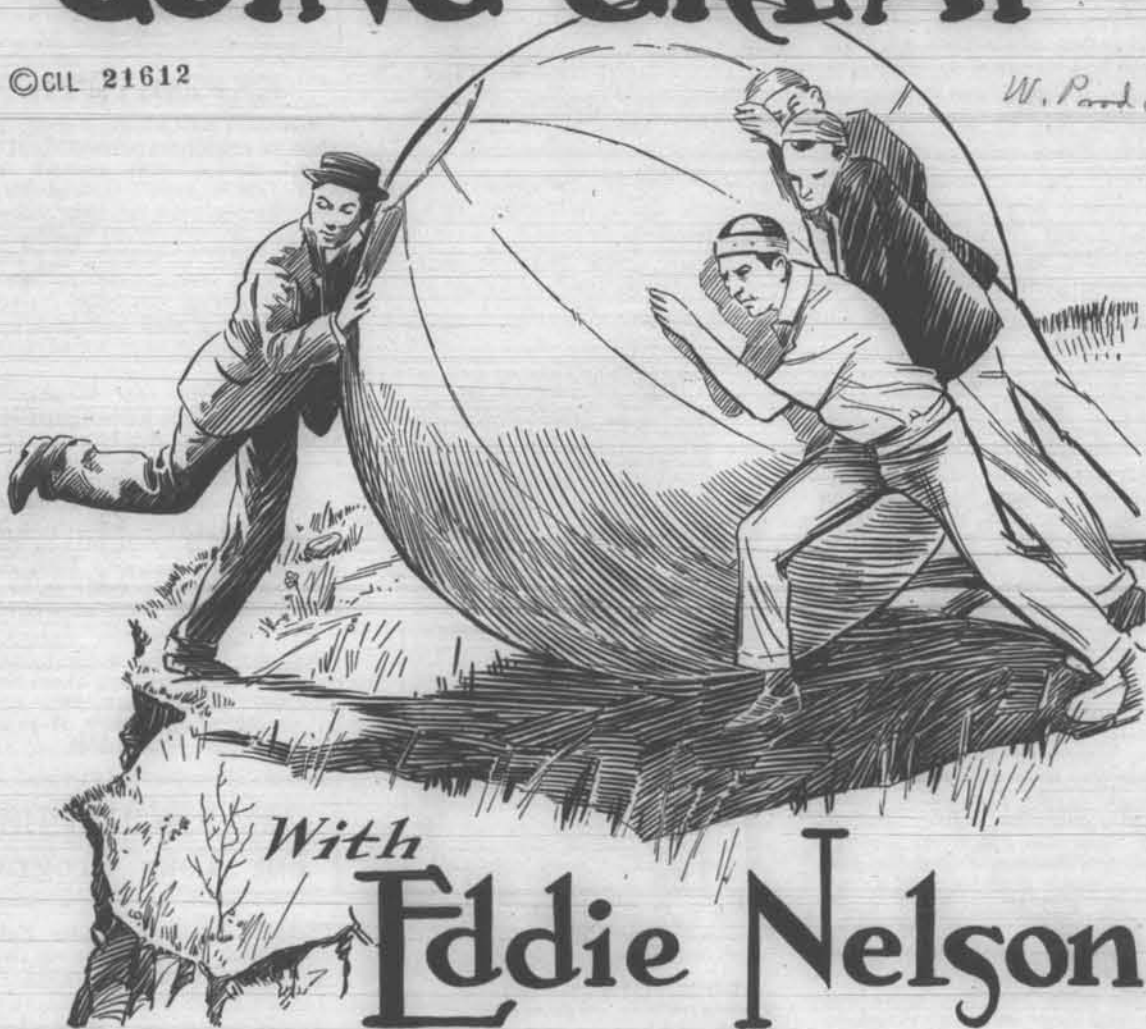
# PRESS SHEET

## **MERMAID COMEDIES**

### **"GOING GREAT"**

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W. Pood Inc.



Directed by Norman Taurog



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

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## POPULAR VAUDEVILLE STAR MAKES DEBUT IN MERMAID "GOING GREAT"

**Eddie Nelson of Orpheum Keith and Musical Comedy Fame Does First Two Reeler**

"Going Great" introduces a new star to Mermaid fans and motion picture audiences in the person of Eddie Nelson—a comedy find of a distinct type and with a natural comedy ability equalled by few of his contemporaries regardless of their years of experience.

Nelson is a favorite in vaudeville and has appeared for a long time on the Orpheum and Keith circuits where he has a large number of admirers. Previous to this he was in several Shubert productions as a featured comedian. He is an expert juggler, tumbler and pantomimist—the talents which every big screen comedian must possess and his personality brings to the screen a new type of comedy.

"Going Great" is of the familiar and popular high speed, fast action Mermaid style of comedy with an abundance of clever and side-splitting comedy gags assuring plenty of the kind of comedy your patrons enjoy so much. You will find "Going Great" to be up to the Mermaid standard in every respect.

### The Story

Eddie is a poor but honest boy, struggling through college and earning his way by trying to be the college tailor. He has no interest in athletics. The only heavy work he indulges in is dumbbell work with the flat irons while pressing pants.

It is real dumbbell work that causes him to burn the legs off of a pair of trousers belonging to the coach. The coach hasn't any use for Eddie because of the latter's lack of interest in athletics so he starts to clean up the tailor shop but Eddie makes a lucky 'though narrow escape.

The coach vows vengeance and plans with the fraternity boys to initiate Eddie into the fraternity in a manner which he will long remember. They take Eddie and the college janitor, blindfold them and put them through stunts which consist of riding the goat and sliding down a chute into a barrel of water and other tricks which delight the college boys but which scare Eddie and the janitor out of seven year's growth.

The professors hear the noise and listen at the door of the frat rooms just as the door is broken down. The professors give the coach a bawling out—for which he swears to get revenge on Eddie.

Eddie runs to the athletic field to escape the coach and when the coach comes he starts to run. As he passes in front of the javelin target, a volley of spears tears off his clothes and clad in his B.V.D.'s, Eddie keeps on running with the coach in close pursuit. He gets mixed up with the runners in the hundred yard dash with the angry coach close behind and comes out in front. He is given a medal for breaking the world's record. But the coach is still after him and Eddie takes a big jump out of his way—shattering



**EDDIE NELSON - in EDUCATIONAL-MERMAID COMEDIES.**

For Electro Order No. 3725-E  
For Mat (Free) Order No. 3725-M

the former broad jump record.

The coach is now fuming with rage. He again starts after Eddie and Eddie takes a running start and clears the bar set for the high jumpers by such a margin that he is again hailed as a champion—and gets another medal! But Eddie does not wait for more honors for the coach is close at his heels and he sets off down the street where he is chased up a telegraph pole. A speeding auto hits it—and Eddie is carried off sitting astride the cross arms!

### WHO'S WHO

in

### "Going Great"

Eddie ..... **EDDIE NELSON**  
Coach ..... *Robert Kortman*  
The Professor ..... *Jack Lloyd*  
His Daughter ..... *Virginia Vance*

Directed by Norman Taurog

### EXPLOITATION

Are you one of the rapidly passing class of exhibitors who still regard the Short Subject only as two reels of film—"short stuff" booked to fill in the running time of your show, or—

Have you joined the rapidly increasing majority of wide-awake showmen who have recognized in the Short Subject a real box-office asset indispensable to a well balanced program, and a valuable item to advertise and exploit?

Stand in the rear of your theatre while one of the Educational-Mermaid Comedies is on the screen. Listen to the shouts, volleys and roars of laughter which accompany it and judge for yourself whether your patrons are enjoying the show—and enjoying it hugely. Doesn't it seem to you that this excellent entertainment item on your program should be made to be an excellent box-office item as well?

You can turn this entertainment value into box-office value by advertising and exploiting your Short Subjects. You can add dollars to your bank-roll by simply using plenty of paper and accessories in your lobby.

### PARAGRAPHS For Your Program

Added attraction—Eddie Nelson, a new comedy star, in "Going Great," a crackerjack Mermaid Comedy.

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In addition to the feature a half hour of snappy and side-splitting comedy, "Going Great" with Eddie Nelson.

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The Spice of the Program will be "Going Great," a Mermaid Comedy with a new star—Eddie Nelson, the vaudeville favorite.

\*\*\*

A brand new comedy star—Eddie Nelson in "Going Great," his first two reel comedy. A real comedian in a fast and funny Mermaid.

\*\*\*

Two reels of crackerjack comedy with a brand new star—Eddie Nelson, a vaudeville favorite. You'll think he's a roit in "Going Great."

## VAUDEVILLE AND MUSICAL COMEDY STAR IN MERMAID

### Eddie Nelson Makes Hit in "Going Great" His First Two Reeler

(Newspaper review for use after showing of picture)

"Going Great" the Educational-Mermaid Comedy which is providing the laughs on the bill at the Theatre this week, presents a new comedy star to picture lovers in the person of Eddie Nelson, already known to theatre going audiences through his years of successful appearance on the vaudeville and musical comedy stage.

Nelson is a natural comedian, a clever juggler, tumbler and pantomimist and it is these talents which have gone far to make him an instantaneous success in his motion picture work. He is possessed of a personality which makes him a new type in screen comedy.

"Going Great," his first two reel picture, introduces Nelson as a rather dumbbellish student working his way through college as tailor for the students. The college atmosphere and locations give the producers plenty of opportunities for new and clever gags and the comedy moves with the speed and fast action which have made the Mermaid name famous in comedy loving circles.

In his support Nelson has Virginia Vance, Robert Kortman, Jack Lloyd and many others of the well known Mermaid cast. The comedy was made under the direction of Norman Taurog.

## CORKING COLLEGE CAMPUS COMEDY

(Newspaper review for use after showing of picture)

The Educational-Mermaid Comedy Company has selected a college campus as the location for the introduction of a new star to motion picture comedy audiences in the new Mermaid Comedy, "Going Great" which stars Eddie Nelson and which is providing the well known quota of entertainment at the Theatre this week.

Nelson, formerly a vaudeville and musical comedy favorite, lately deserted the vaudeville stage to have a fling at motion picture comedy. He is admirably suited to the work as he has natural screen comedy ability and brings to the screen a new type of comedian.

"Going Great" moves at high speed and introduces many new and clever gags in and around the college campus, fraternity initiations and the big field day of the school. The direction is by Norman Taurog.

## VAUDEVILLE STAR GAINS COMEDY HONORS ON SCREEN



EDDIE NELSON  
and VIRGINIA VANCE  
in a scene from  
"GOING GREAT"

For Electro Order No. 3726-E  
For Mat (Free) Order No. 3726-M

## NELSON PREFERS LAUGHS TO LAWS

(Prepared as advance publicity story)

Eddie Nelson, who has just recently deserted the vaudeville stage for comedy work on the screen, having signed with Educational-Mermaid Comedies has the distinction of being an Assistant District Attorney of San Francisco. The appointment was made just before Nelson joined the Mermaid organization, by Mathew Brady, San Francisco's District Attorney.

Strange as it may sound, Nelson says he prefers working in comedies to burning the midnight oil digging up legal rulings and precedents.

Nelson is one of the best known vaudeville performers on the Pacific coast where he has been appearing on the Orpheum circuit and where he was known as "The Sunkist Kid." He but recently took up picture work and within the space of two or three weeks earned himself a starring place in Mermaid Comedies. His first two reel picture, "Going Great" will be the comedy attraction at the Theatre.

He will be supported by Virginia Vance, Robert Kortman and Jack Lloyd, under the direction of Norman Taurog.

### Eddie Nelson Promoted to Starring Place in Record Time

(Prepared as advance publicity story)

Eddie Nelson, well known vaudeville star of the Pacific Coast Orpheum Circuit has established a record in motion pictures by being promoted to a starring position in less than two weeks after entering a motion picture studio.

Nelson was persuaded to take up picture work by Jack White, the young producer of Educational-Mermaid Comedies, and Nelson was first tried out in single reel Cameo Comedies. So impressive was his work in these single reel fun-films that he was immediately given a starring place in Mermaid Comedies and his first starring vehicle, "Going Great" will be at the Theatre.

Nelson is well known to vaudeville in the western half of the United States where he was known as the "Sunkist Kid" on the stages of every large city west of the Mississippi. He is an eccentric comedian, a skillful juggler and tumbler and an excellent pantomimist.

Supporting Nelson in his first two reel venture will be seen Virginia Vance formerly leading lady with Cameo Comedies, Jack Lloyd and Robert Kortman. The picture was made under the direction of Norman Taurog.

## MERMAID SECURES NEW COMEDY STAR

(Prepared as advance publicity story)

Mermaid Comedies have secured as a new star for their popular two reel comedies, Eddie Nelson, a vaudeville favorite who recently took up picture work as a leading man in Cameo Comedies.

Nelson's first two reel Educational-Mermaid Comedy will be "Going Great" and it will be the comedy attraction at the Theatre.

Nelson was first spotted by Jack White while appearing in his vaudeville act in San Francisco, "The Sunkist Kid." Previous to this engagement Nelson had appeared in "The Last Waltz," "Echoes of Broadway" and the "Winter Garden," Shubert productions; "The Left Over" and "Lollipop," Savage productions, as well as productions by John Cort and G. M. Anderson. One of his most recent metropolitan engagements was two weeks at the New York Hippodrome in Keith vaudeville.



## NEEDS AND HABITS

Man's actual needs are small.

Food for sustenance, clothes for warmth, a house for shelter and tools for his work—these items comprise the necessities of life. The common man of a century ago had but little more.

Today, hundreds of articles, unheard of then, are in daily or constant use by every family—articles which are regarded as present day necessities by present day people because they have formed the habit of their use.

When these articles were first introduced they were regarded as luxuries. Some of them were regarded as dangerous and a campaign of education was necessary before the public would accept the very articles which they now regard as indispensable.

The public has been educated to the use of these articles mainly through advertising of some sort or another. The magazines and newspapers are carrying

advertisements today on articles which a few years ago were unheard of and which will be regarded as necessities in a few years—due to advertising.

The public is undergoing this process of education now in connection with motion picture programs. In the larger cities in the big first run houses, their patrons have been educated to look for an entire evening's entertainment—feature, comedy and music—rather than the one feature item of the bill.

Protect your future against contingencies by advertising your entire program and educating your public to the complete program idea by advertising your entire program. You will find it a profitable experiment, for the Short Subjects will more than pay their way in profits when advertised.

The little "Ad" cuts below will help you in laying out your newspaper ads. They will fit into your space conveniently and economically.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3727-E  
For Mat (Free) Order No. 3727-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3728-E  
For Mat (Free) Order No. 3728-M

For Three Column Cut on Page One Order  
Electro No. 3729-E Mat (Free) No. 3729-M

### ACCESSORIES

\* \* \*

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards  
(Eight cards to set)

Black and White 8 x 10 Photos  
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts  
and Mats

Two Column, One and One Half Inch, Newspaper  
"Ad" Cuts and Mats

Two Column, One and One Half Inch "Ad" Cuts  
and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

### CATCHLINES

#### For Newspaper "Ads"

Eddie Nelson, favorite vaudeville star in his first Mermaid Comedy "Going Great"—a two reel laughing scream.

\* \* \*

Fast action and fun in the new Educational-Mermaid Comedy, "Going Great" with Eddie Nelson—a new Mermaid star.

\* \* \*

A big Mermaid cast headed by that vaudeville favorite, Eddie Nelson, in his first two reel comedy, "Going Great"—It's a scream!

\* \* \*

"Going Great" a two reel Mermaid Comedy filled with that rapid action and clever comedy which have made Mermaid Comedies famous.

\* \* \*

Two reels of side-splitting comedy, clever gags and speed, action and fun in "Going Great," the new Educational-Mermaid Comedy.

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